WS-19-0362-SB - BD & DECATUR, LLC:

**WAIVERS OF DEVELOPMENT STANDARDS** for the following: 1) reduce the distance between freestanding signs along a street frontage; and 2) allow signage facing a residential development.

**DESIGN REVIEW** for signage in conjunction with an approved restaurant on a 0.8 acre parcel in a C-2 (General Commercial) Zone in the MUD-3 Overlay District.

Generally located on the south side of Blue Diamond Road, 400 feet east of Decatur Boulevard within Enterprise. JJ/nr/ja (For possible action)

**RELATED INFORMATION:**

**APN:**
177-18-316-003

**WAIVERS OF DEVELOPMENT STANDARDS:**
1. Reduce the separation between freestanding signs on the same side of the street to 215 feet where 300 feet is required per Table 30.72-1 (a 28% reduction).
2. Allow commercial signage facing a residential development when not separated by a street per Table 30.72-1.

**LAND USE PLAN:**
ENTERPRISE - COMMERCIAL GENERAL

**BACKGROUND:**
**Project Description**
General Summary
- Site Address: N/A
- Site Acreage: 0.8
- Project Type: Signs
- Height (feet): 20 (freestanding sign)
- Sign Area (square feet): 81 (proposed freestanding)/108 (south facing wall sign)/30 (2 wall signs east facing)/108 (southwest facing wall sign)/169.5 (north facing wall sign)

**Site Plans**
The plans depict an approved restaurant with a drive-thru lane and an outside dining area situated along the northern portion of the site. The drive-thru lane provides on-site stacking for 10
vehicles. There is a parking area south of the building with a common access drive along the southern portion of the site which provides cross access with the developments to the east and the west. Primary access to the site is via an existing driveway along Blue Diamond Road that is shared between the hospital and medical/professional office development to the west and the approved restaurant. The signs for each side of the building along with freestanding sign are also depicted.

Elevations
The plans depict an approved building with stucco exterior, earth tone colors with brick tile veneer, new aluminum store front, canopy and metal awnings, pop-outs and roofline treatments with a parapet roof and cornice treatments. Signage is proposed on all sides of the approved building.

Signage
Proposed signage is as follows: 81 square feet (proposed freestanding 20 feet high), 108 square feet (south facing wall sign), 30 square feet (2 wall signs east facing), 108 square feet (southwest facing wall sign), and 169.5 square feet (north facing wall sign).

Applicant’s Justification
A design review for signage was a condition of approval for this development. The applicant indicates that the proposed signage, aside from waivers, will meet Title 30 requirements.

Prior Land Use Requests

<table>
<thead>
<tr>
<th>Application Number</th>
<th>Request</th>
<th>Action</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>WS-18-0238</td>
<td>Increased the number of freestanding signs and monument signs and design review for lighting and signage</td>
<td>Approved by BCC</td>
<td>May 2018</td>
</tr>
<tr>
<td>WS-0975-17</td>
<td>Increased the number of freestanding and monument signs located along a street frontage for the hospital located on the western portion of the site</td>
<td>Approved by BCC</td>
<td>December 2017</td>
</tr>
<tr>
<td>UC-0968-17</td>
<td>Restaurant (Starbucks Coffee Shop) with outside dining and drinking on the subject portion of the site</td>
<td>Approved by BCC</td>
<td>December 2017</td>
</tr>
<tr>
<td>DR-0060-17</td>
<td>Proposed signage in conjunction with an approved hospital and medical office development</td>
<td>Approved by BCC</td>
<td>March 2017</td>
</tr>
<tr>
<td>DR-0385-16</td>
<td>Proposed site lighting, and proposed signage in conjunction with an approved hospital and medical/professional office development</td>
<td>Approved by BCC</td>
<td>July 2016</td>
</tr>
<tr>
<td>VS-0562-15</td>
<td>Vacated and abandoned easements of interest to Clark County</td>
<td>Approved by PC</td>
<td>October 2015</td>
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</table>
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</thead>
<tbody>
<tr>
<td>ZC-0406-15</td>
<td>Reclassified 3.7 acres from H-2 to C-2 zoning with use permits for a hospital and increased building height with waivers of development standards for alternative landscaping and access to a residential local street with a design review for a hospital and medical/professional office development</td>
<td>Approved by BCC</td>
<td>August 2015</td>
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<tr>
<td>UC-0181-08</td>
<td>Shopping center – expired</td>
<td>Approved by BCC</td>
<td>April 2008</td>
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</table>

Surrounding Land Use

<table>
<thead>
<tr>
<th>Planned Land Use Category</th>
<th>Zoning District</th>
<th>Existing Land Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>Commercial General</td>
<td>C-2</td>
</tr>
<tr>
<td>South</td>
<td>Residential Suburban (8 du/ac)</td>
<td>R-2</td>
</tr>
<tr>
<td>East</td>
<td>Commercial General</td>
<td>C-2</td>
</tr>
<tr>
<td>West</td>
<td>Commercial General</td>
<td>C-2</td>
</tr>
</tbody>
</table>

STANDARDS FOR APPROVAL:
The applicant shall demonstrate that the proposed request meets the goals and purposes of Title 30.

Analysis
Current Planning
Waivers of Development Standards & Design Review
According to Title 30, the applicant shall have the burden of proof to establish that the proposed request is appropriate for its existing location by showing that the uses of the area adjacent to the property included in the waiver of development standards request will not be affected in a substantially adverse manner. The intent and purpose of a waiver of development standards is to modify a development standard where the provision of an alternative standard, or other factors which mitigate the impact of the relaxed standard, may justify an alternative.

This property was previously approved for a restaurant with outside signage, lighting and signage for another tenant. Since the tenant has changed, a new application was necessary for a review of signage. Title 30 requires at least a 300 foot separation between freestanding signs on a street frontage to ensure better visibility. The request for a waiver of this separation can be seen as appropriate given the location of the sign on the parcel and limited commercial properties on the immediate south side of Blue Diamond Road. The parcel has developed residential directly to the south. Based on the placement of the existing building, signage will be seen from the residential area, to the south. Proper placement and thoughtful site design in regard to signage is important to the success of any business. The overall design of the site is placed on the northern portion of the lot, instead of next to the residential neighborhood. The design minimizes any potential impacts to the surrounding area; therefore, staff can support the requested waivers and design review.
Staff Recommendation
Approval.

If this request is approved, the Board and/or Commission finds that the application is consistent with the standards and purpose enumerated in the Comprehensive Master Plan, Title 30, and/or the Nevada Revised Statutes.

PRELIMINARY STAFF CONDITIONS:

Current Planning
- Applicant is advised that a substantial change in circumstances or regulations may warrant denial or added conditions to an extension of time; the extension of time may be denied if the project has not commenced or there has been no substantial work towards completion within the time specified; and that this application must commence within 2 years of approval date or it will expire.

Public Works - Development Review
- No comment.

Building Department - Fire Prevention
- No comment.

Clark County Water Reclamation District (CCWRD)
- No comment.

TAB/CAC: Enterprise - approval (no illuminated signs facing a residential development).

APPROVALS:

PROTESTS:

APPLICANT: HIGH IMPACT SIGN
CONTACT: DEVON BUXTON, 820 WIGWAM PARKWAY, SUITE 100, HENDERSON, NV 89104